

Macworld

For immediate release

-- IDG's Macworld Introduces "The Macworld iPod and iTunes Superguide" --

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SAN FRANCISCO, CA, May 18, 2006 —IDG's Macworld, the premier Macintosh magazine and Web site, has introduced the second book in its popular Superguide series, "The Macworld iPod and iTunes Superguide." The book guides readers through Apple's popular digital music products, the iPod music player and iTunes jukebox software, offering smart strategies for organizing and managing music files, tips for converting video from DVD for playback on video iPods, providing iPod power tips, and much more. "The Macworld iPod and iTunes Superguide" is available in both PDF and print formats. It's available for download on demand in PDF format for \$12.99, or in a lavish full-color print edition for \$24.99 (including shipping and handling). Either version of the book is available by visiting <http://macworld.com/1370>.

At 88 pages in length, "The Macworld iPod and iTunes Superguide" expands on Mac Publishing's leadership in helping Mac users understand one of the most popular topics in the computer market today.

"No group has embraced the iPod and iTunes faster than Mac users," said Jason Snell, Macworld's Editorial Director. "But even if you love iTunes and your iPod, there are hundreds of tips and tricks that can help you make the most out of them. That's what our Superguide provides — expert guidance to the very best features of the iPod and iTunes."

The book was edited by Macworld Senior Editor Kelly Turner, who compiled the best of Macworld's iPod and iTunes coverage over the past few years and turned to an all-star group of Macworld contributors to update, enhance, and expand the information into a timely, up-to-date compendium. Among the book's contributors are Christopher Breen, Dan Frakes, Jonathan Seff, Kirk McElhearn, and Jim Heid.

The first book in Macworld's Superguide series, "The Macworld Digital Photography Superguide," was released in November 2005 to wide acclaim and has already sold several thousand copies.

"The Superguide series lets us collect the very best information from Macworld's expert contributors and provide them to our readers as quickly and easily as possible," Snell said. "This series lets us combine the great quality of print with the speed and ease-of-use of the Web."

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month *Macworld* magazine, winner of the Folio 2005 Gold Eddie award for best consumer technology/computing magazine and WPA's 2006 Maggie award for best computer consumer magazine, reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 3.5 million unique visitors. The Mac Publishing sites include: Macworld.com, PlaylistMag.com, MacOSXHints.com, MacworldProductFinder.com, MacUser.com and JavaWorld.com.

Headquartered in San Francisco, Mac Publishing, LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company.

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